APR Design® Guide for Plastics Recyclability

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Who is APR?

APR is a US-based international non-profit and the only North American organization focused exclusively on improving recycling of plastics.

Our mission is simple: IMPROVE PLASTIC RECYCLING
Overview of APR Design® Guide

- Closes the gap between package designers and the recycling system
- Evaluates each design feature and overall packaging into categories of recyclability
- Rigid and flexible plastic formats

www.plasticsrecycling.org/apr-design-guide
APR Assessment of Whole Package

Preferred Design for Recycling

- All design features are Preferred or have passed testing.

Tolerated but Needs Improvement

- Any design feature is Detrimental, AND no feature is Non-Recyclable.

Non-Recyclable

- Any design feature Renders the Package Non-Recyclable.

Processible by the recycling system

- High Quality Recycled Content
- Lower Quality or Yield Recycled Content
- Landfill or Incineration
Design Features Drive Whole Package Assessment

### Design Features

Design features are classified according to the APR Recyclability Categories or test results where testing is required.

<table>
<thead>
<tr>
<th>Design Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Resin</td>
</tr>
<tr>
<td>Color</td>
</tr>
<tr>
<td>Dimensions</td>
</tr>
<tr>
<td>Closures</td>
</tr>
<tr>
<td>Labels</td>
</tr>
<tr>
<td>Adhesives</td>
</tr>
<tr>
<td>Inks</td>
</tr>
<tr>
<td>Barriers</td>
</tr>
<tr>
<td>Additives</td>
</tr>
<tr>
<td>Attachments</td>
</tr>
</tbody>
</table>

### Whole Package Assessment

- **Preferred Design for Recycling**
- **Tolerated but Needs Improvement**
- **Non-Recyclable**
APR Design Guide Training Program Completed

Packaging Converters
- 3M
- AVERY DENNISON
- HAVI
- PLASTIC INGENUITY
- Berry
- HI-CONE
- DART
- COMAR
- rieke
- Silgan Dispensing

Food and Beverage Brands
- Coca-Cola
- Kraft Heinz
- Conagra
- Keurig Dr Pepper
- Nestle
- PepsiCo
- General Mills
- Ferrero

Personal Care and Cosmetics Brands
- Unilever
- Estée Lauder
- Henkel
- Edgewell Personal Care
- glanbia
- L'Oréal
- Perrigo
- Johnson & Johnson
- The Bountiful Company
- Colgate-Palmolive
GLOBAL HARMONIZATION WORK

Global
50% of APR website visitors from outside US
Training for multinational companies

Mexico
Translated into Spanish by ECOCE

China
Translated into Mandarin

Europe
Collaboration agreement with Recyclers & Plastic Recyclers Europe (PRE)
DESIGN GUIDE CHALLENGES

- Voluntary adoption within industries
- Design is only one component of determining recyclability
- Packaging design changes much faster than recycling systems
- Lack of incentives to move from tolerated design to preferred design
KEY ELEMENTS OF SUCCESS

• Developed by recyclers
• Regularly reviewed and updated by APR technical committees (not staff) based on consensus decision
• Supported by training programs, testing protocols, and recognition programs for new innovations
• Integration with How2Recycle label, US Plastics Pact, Golden Design Rules
• Global harmonization
• Recognized by law in state of California Truth in Labeling standard
Thank you!

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